

# FACEBOOK POLLS

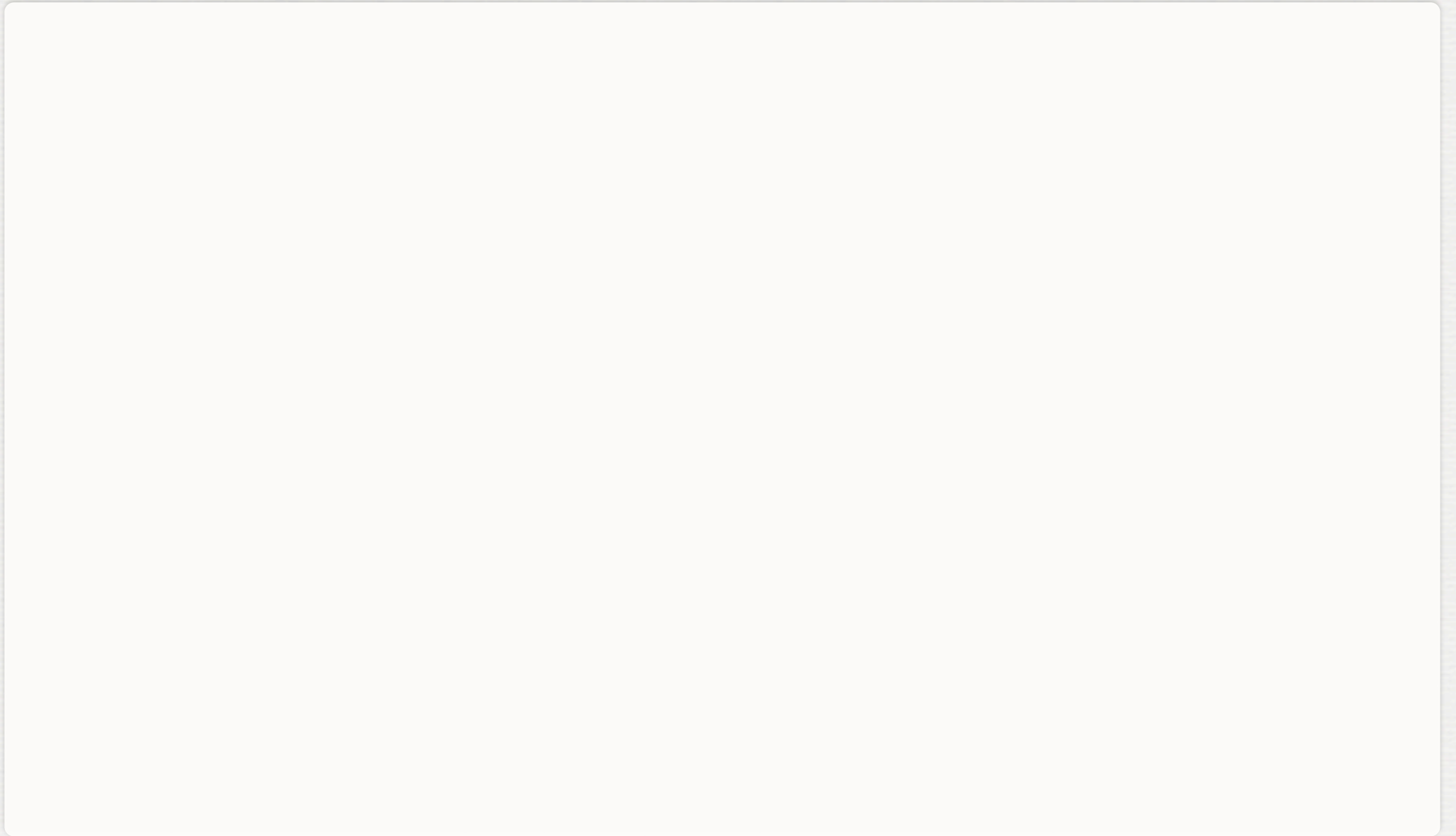
Some interesting results



# TWO QUESTIONS

- Do people understand we are a charity?
- What does the general public think of advertising?

# FACEBOOK POLLS



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- \$25 to ask 100 facebook users

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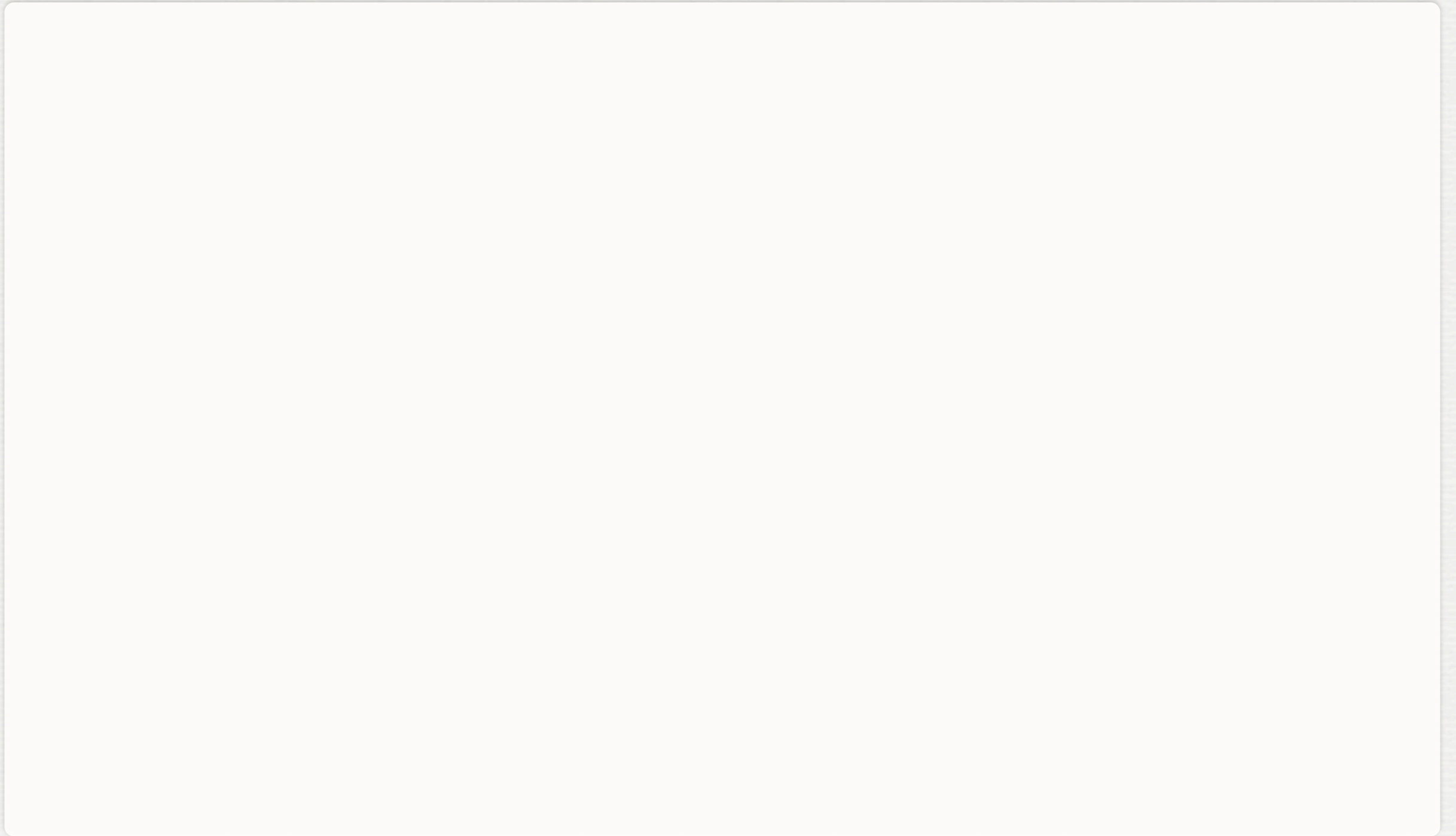
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- \$25 to ask 100 facebook users
- Demographic targeting available
- Advantages: their market is largely similar to our own
- Disadvantages: mostly US only, college kids, they are like our existing users, but not like our ultimate users (every single person on the planet...)

# FACEBOOK POLLS





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- Small sample size can mislead badly

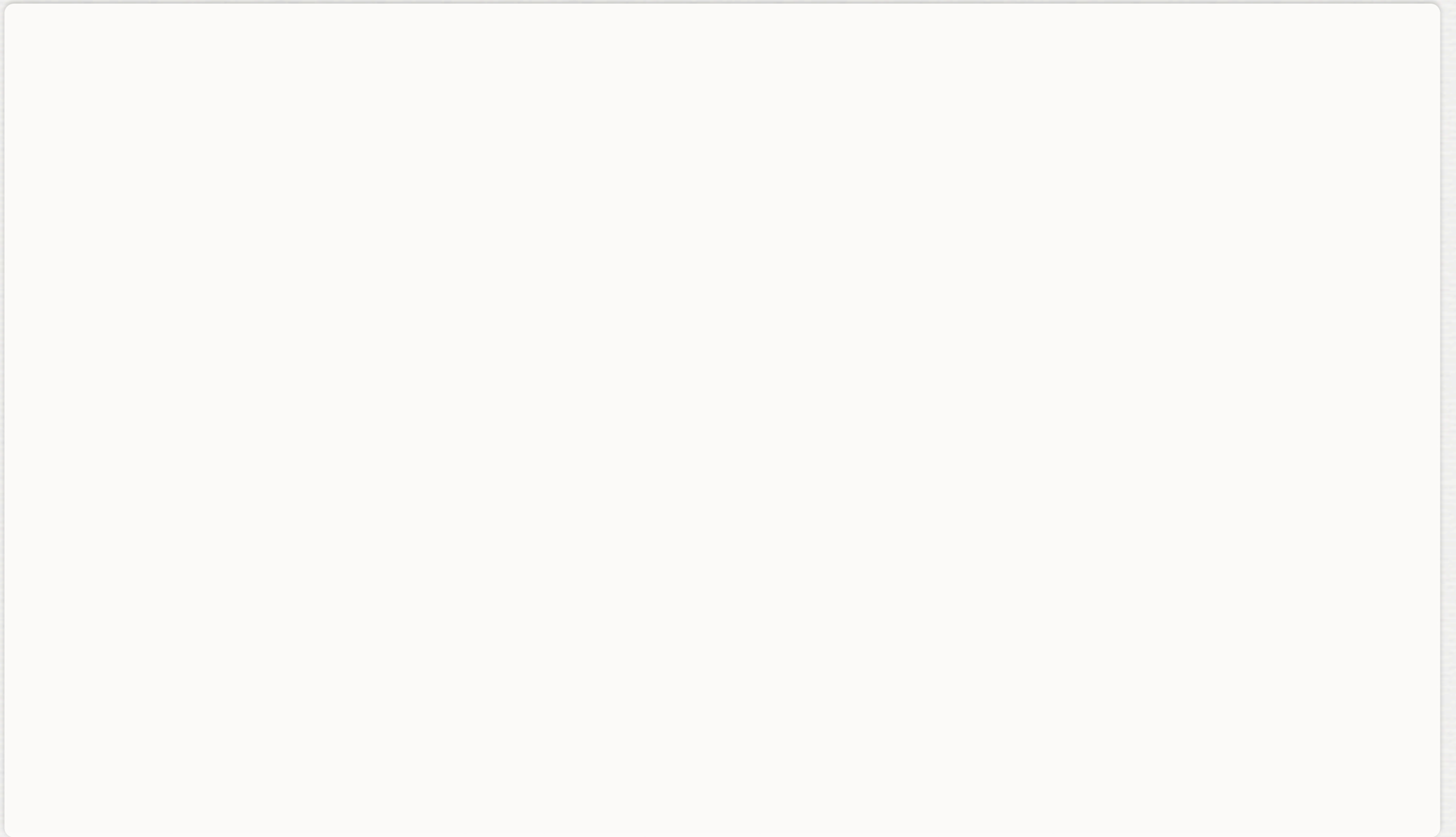
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- NOT SCIENTIFIC

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- Small sample size can mislead badly
- NOT SCIENTIFIC
- But broad indicators probably useful

# WHAT IS WIKIPEDIA?



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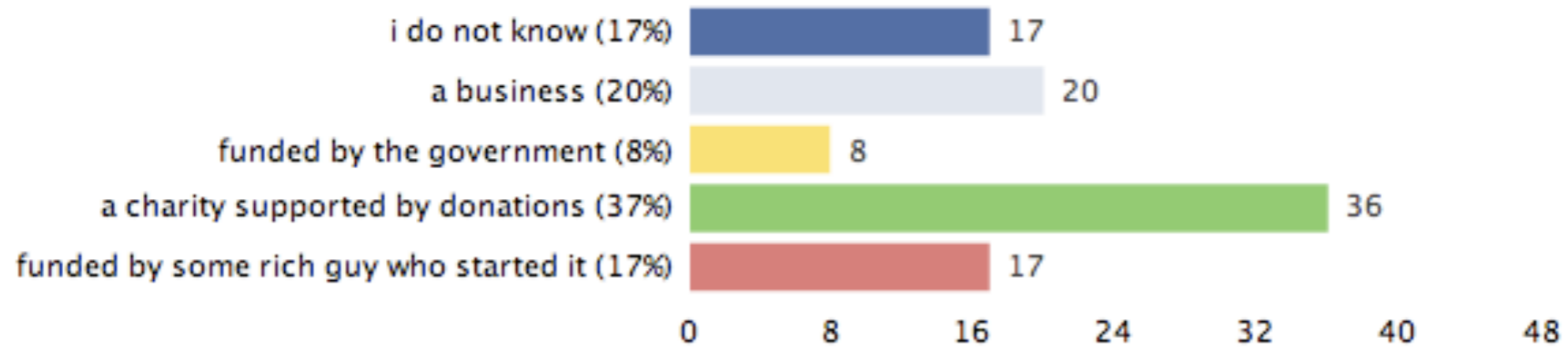
- A charity funded by donations?
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- Funded by some rich guy who started it?
- Funded by “the government”?

# WHAT IS WIKIPEDIA?

- A charity funded by donations?
- A business?
- Funded by some rich guy who started it?
- Funded by “the government”?
- I don't know

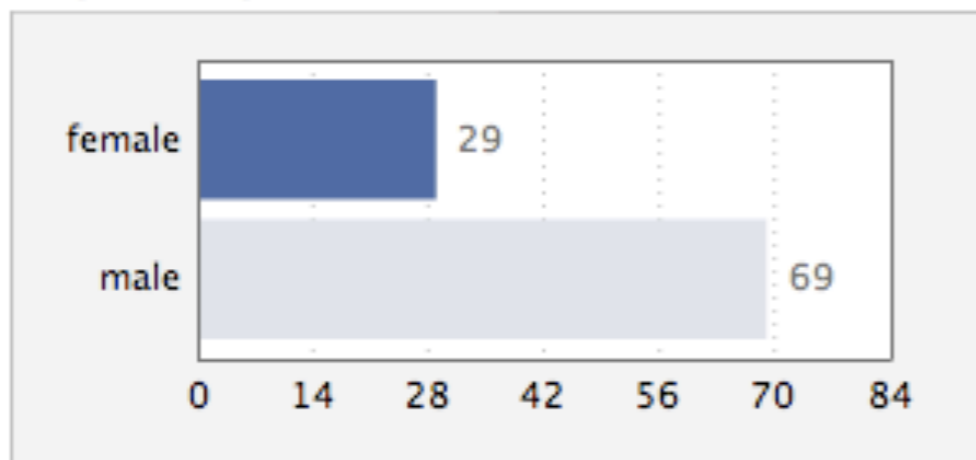
 **Do you think Wikipedia is:?**

[+ Create a Poll](#)

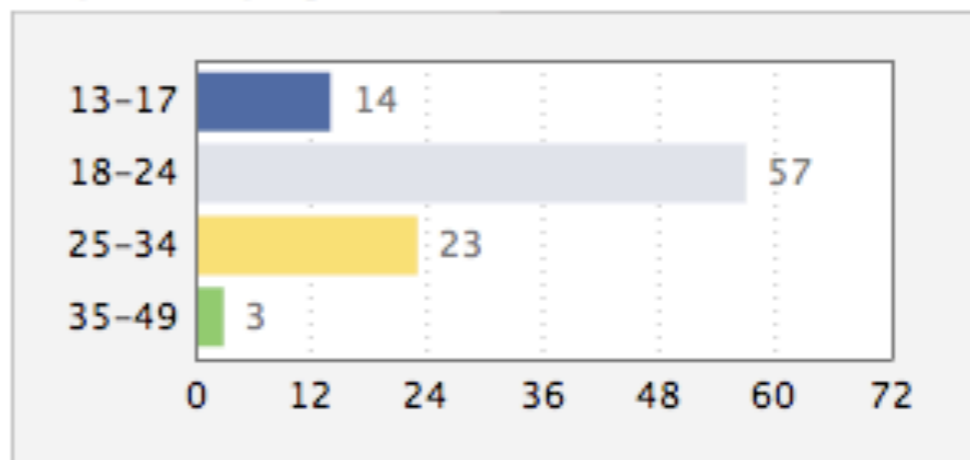


## Demographics and Insights

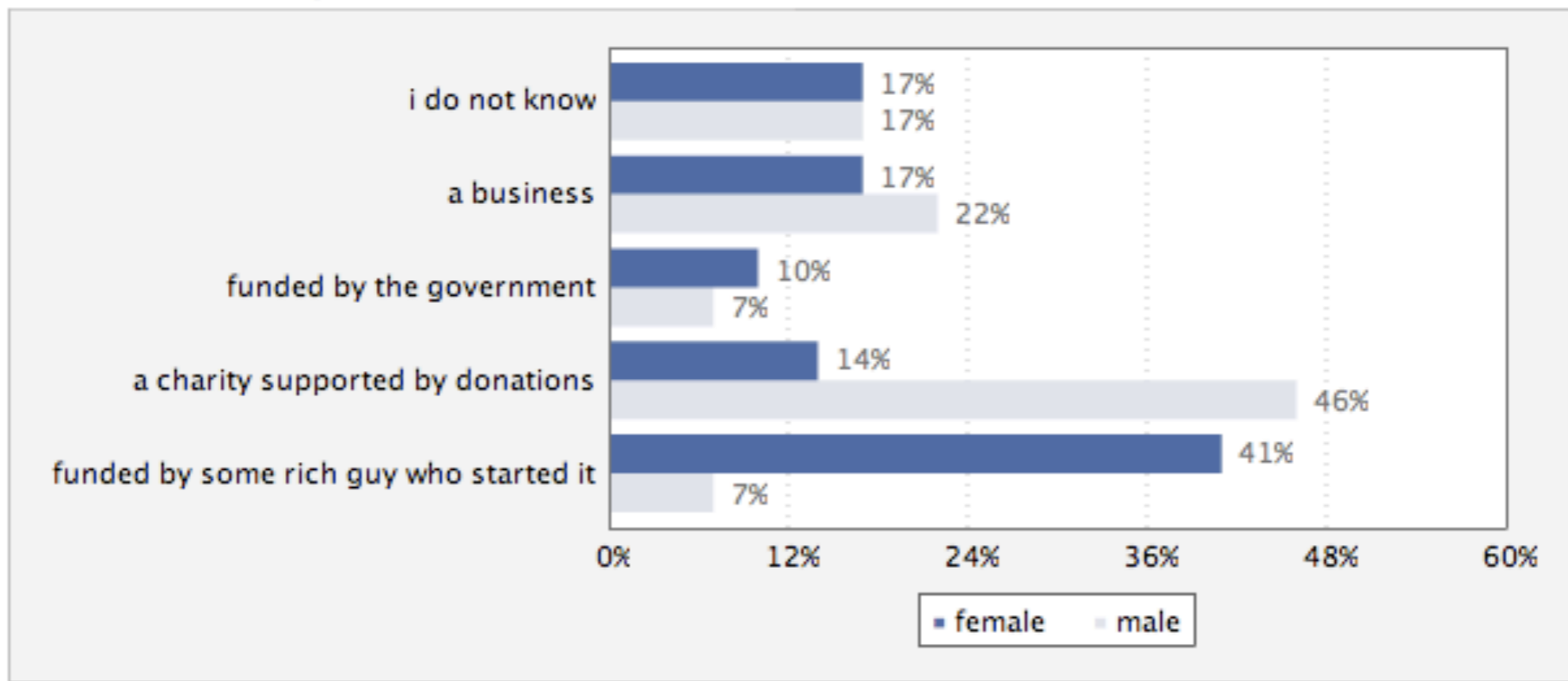
### Responses by Sex



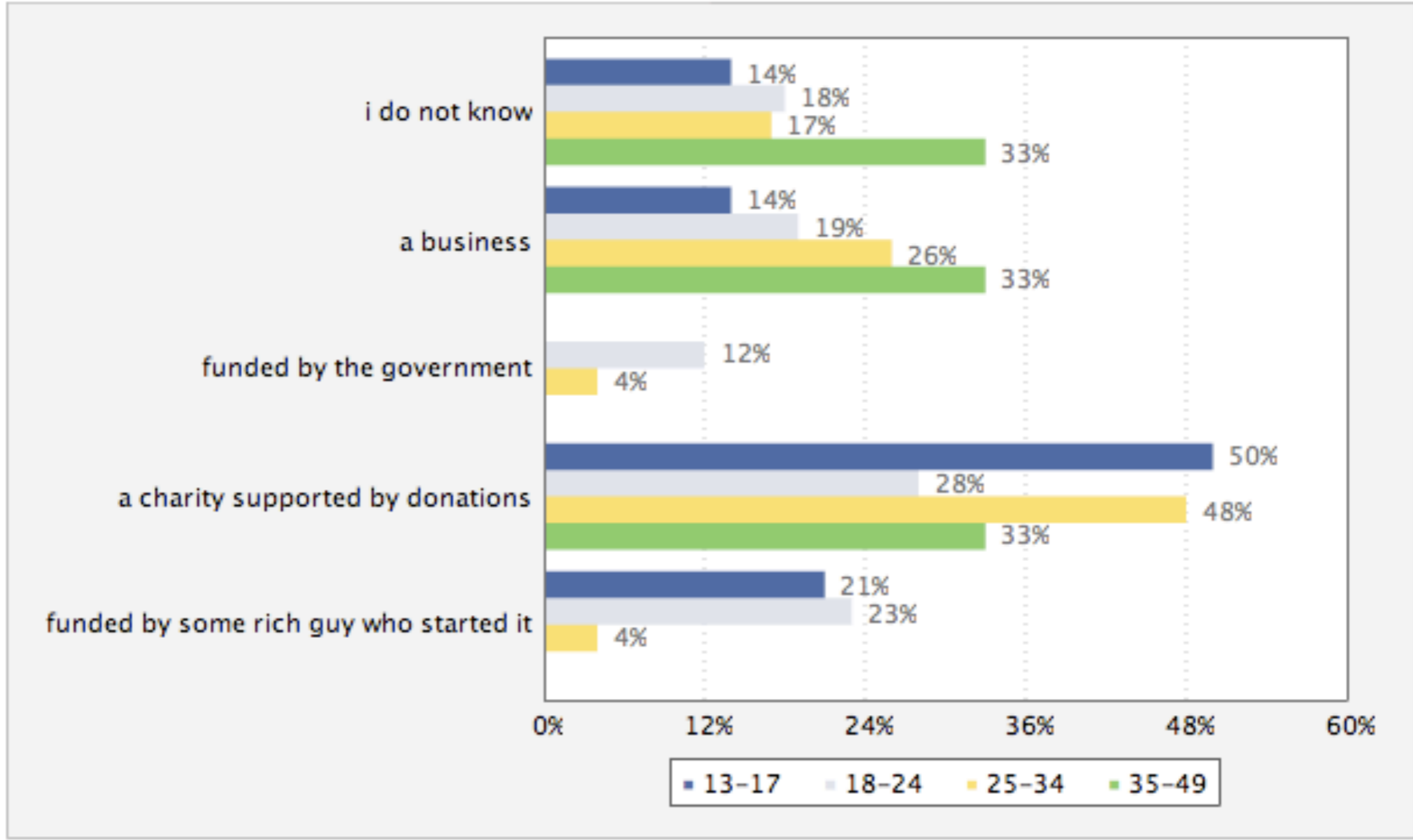
### Responses by Age



### Answer Breakdown by Sex

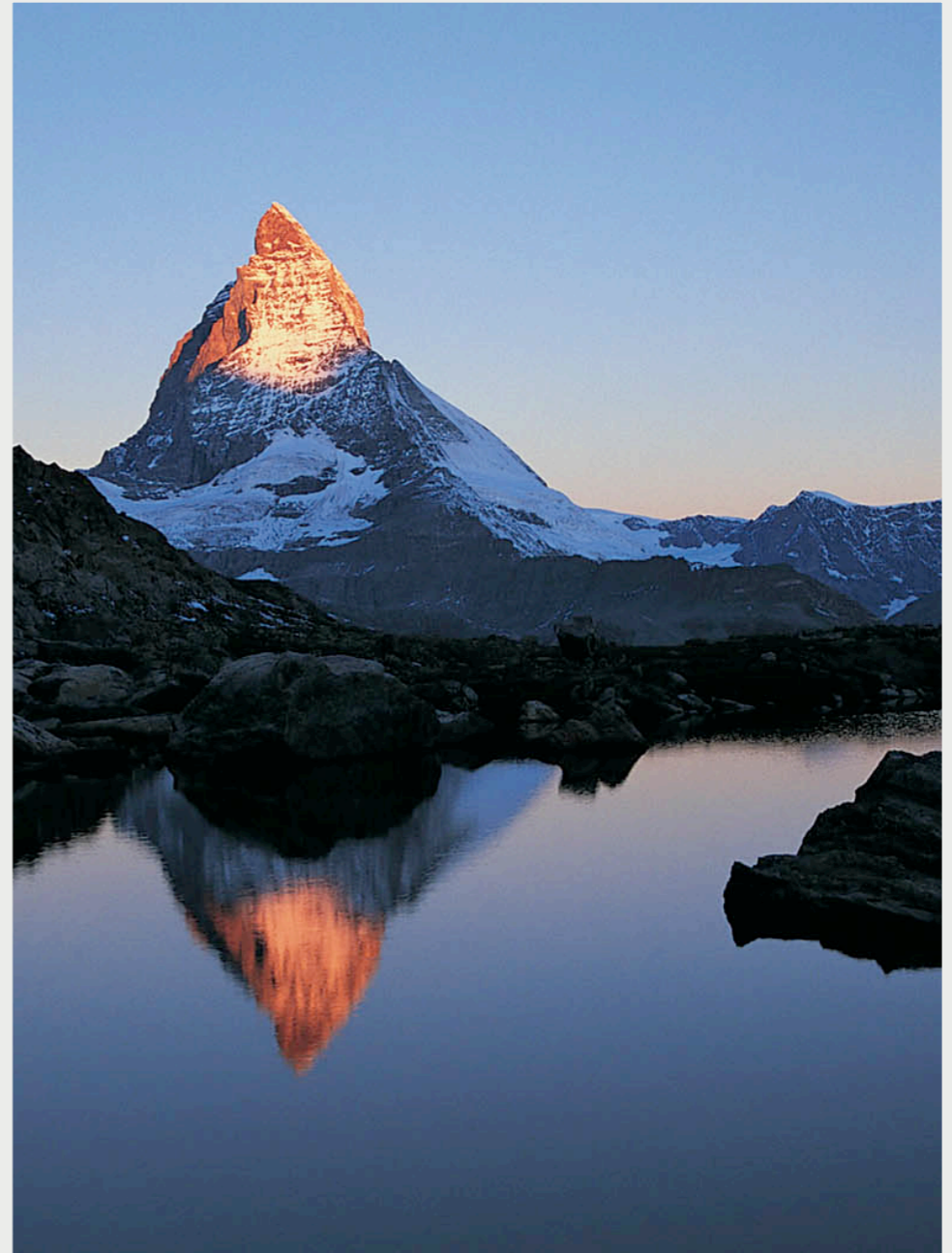


### Answer Breakdown by Age

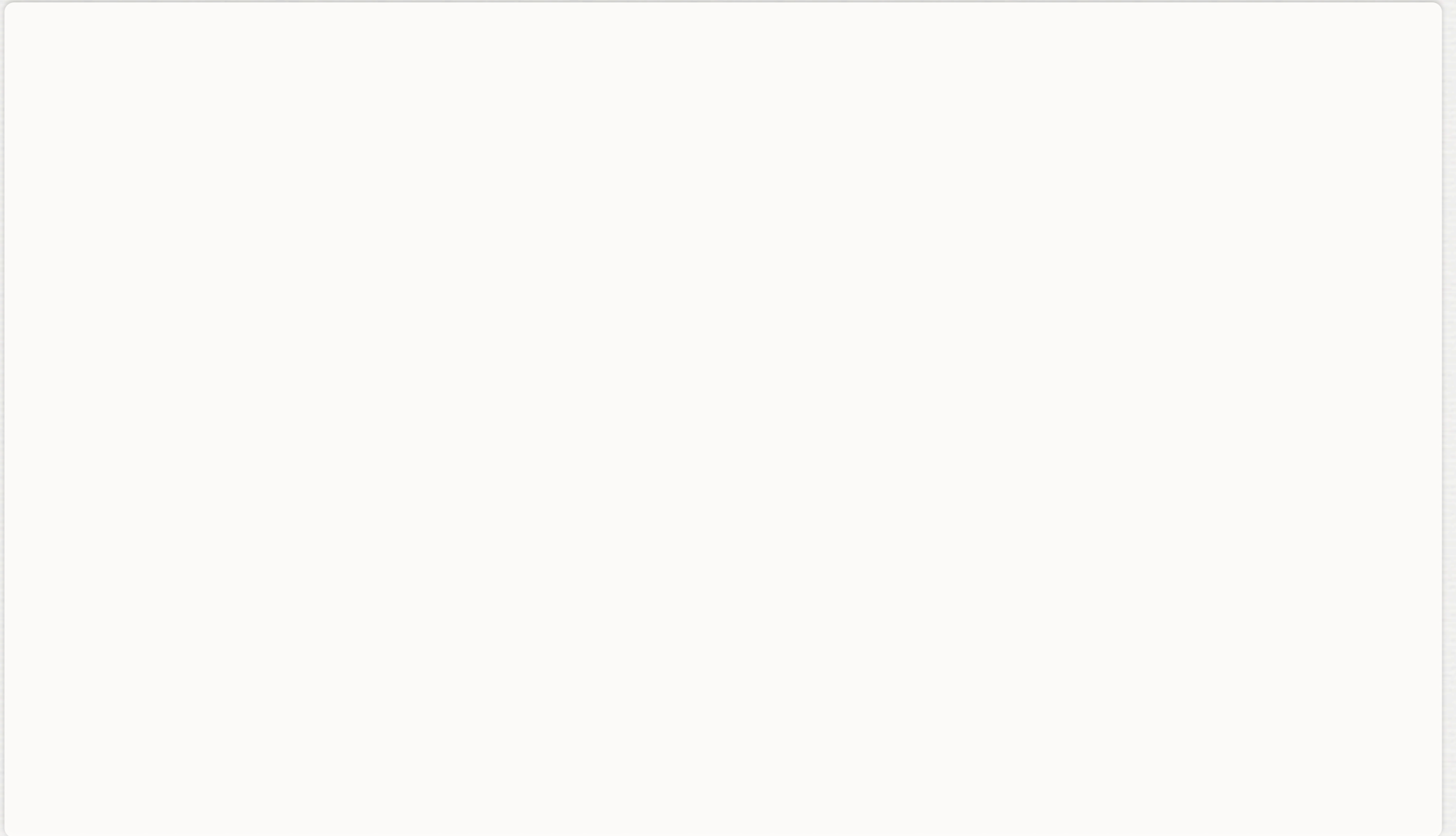


# SECOND QUESTION

- ADVERTISING???



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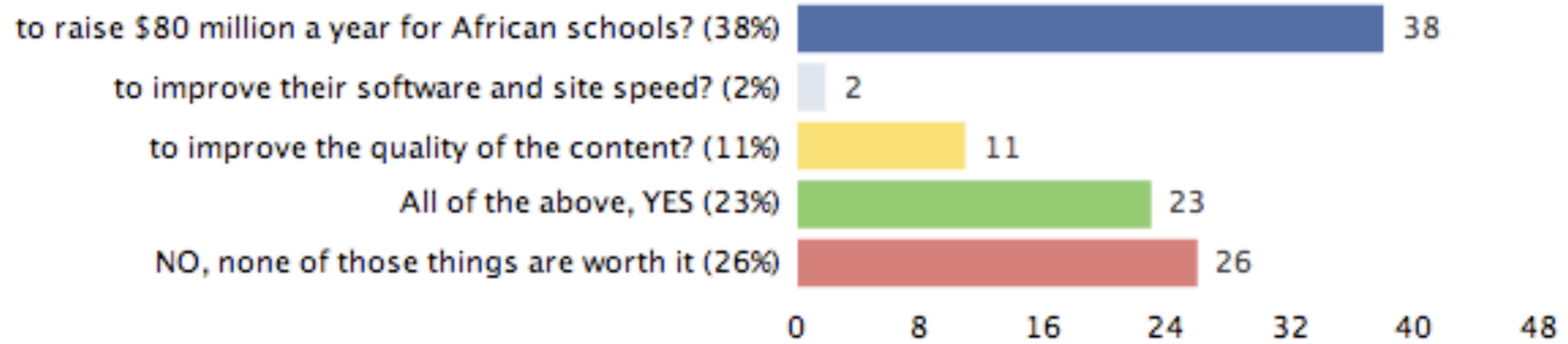
- Should Wikipedia run text based ads?
  - to raise \$80 million a year for African schools?
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  - to improve the quality of the content?
  - All of the above, YES

# ADVERTISING

- Should Wikipedia run text based ads?
  - to raise \$80 million a year for African schools?
  - to improve their software and site speed?
  - to improve the quality of the content?
  - All of the above, YES
  - No, none of those things are worth it

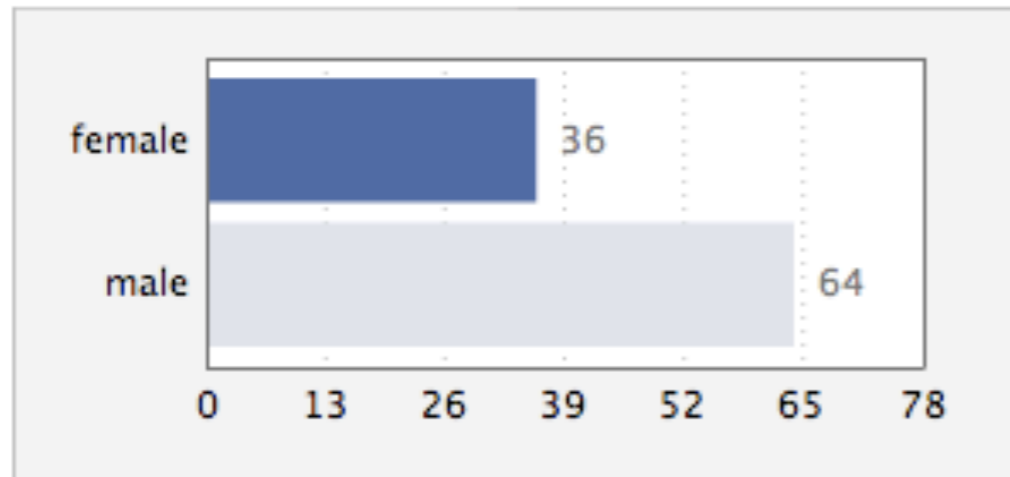
### Should Wikipedia run text-based ads?

+ Create a Poll

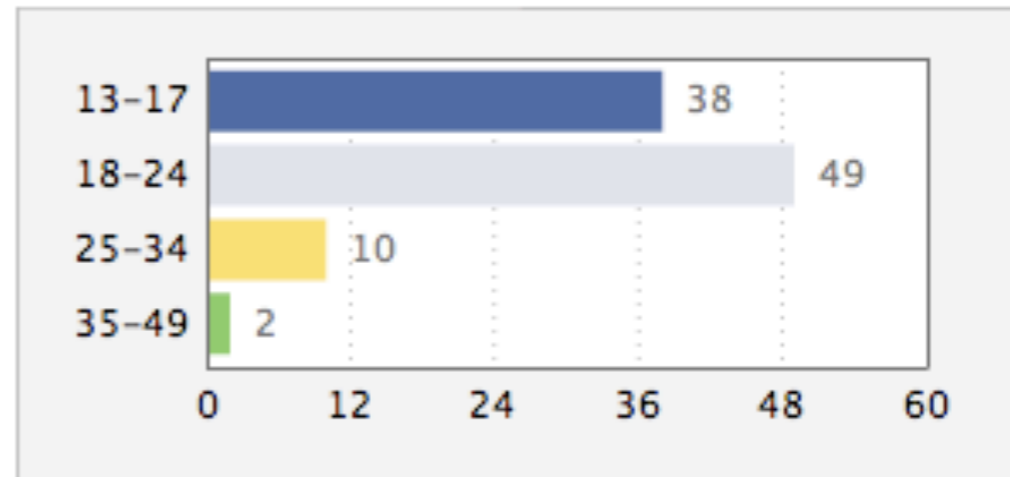


## Demographics and Insights

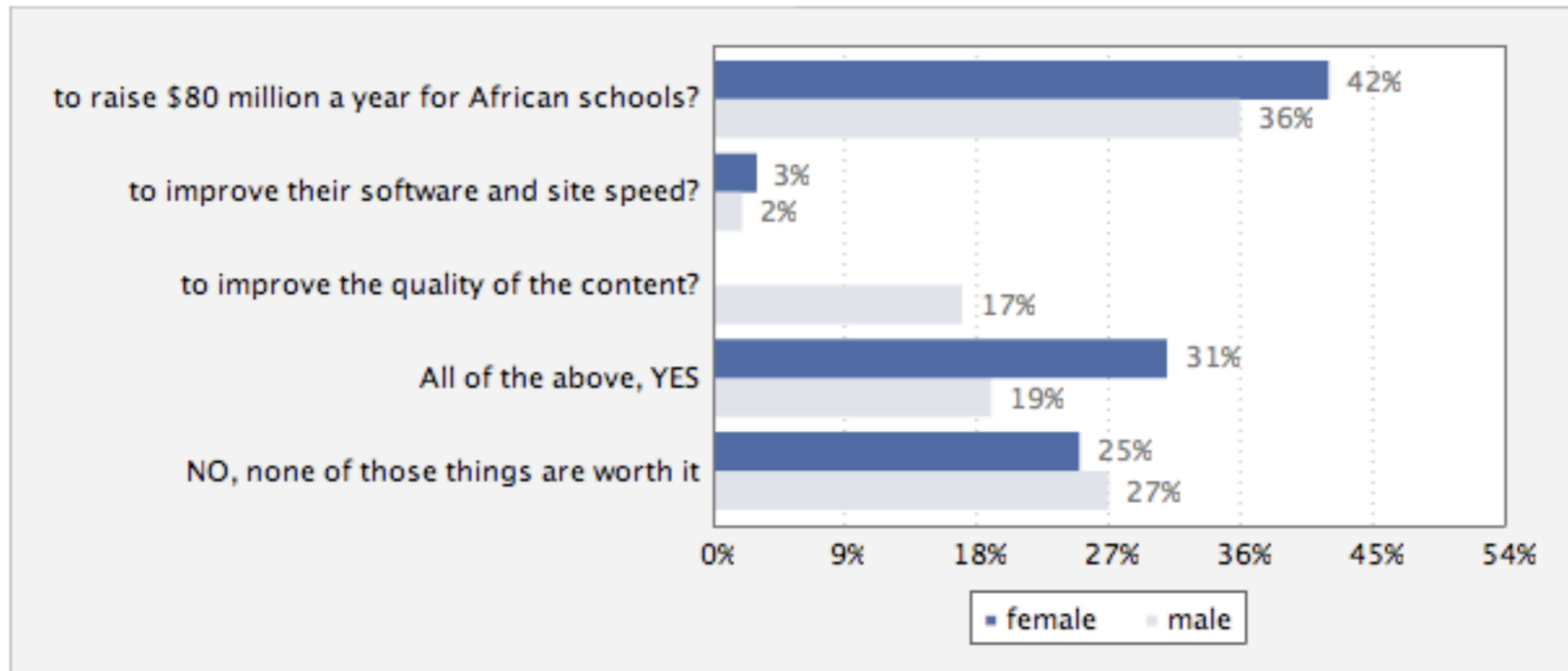
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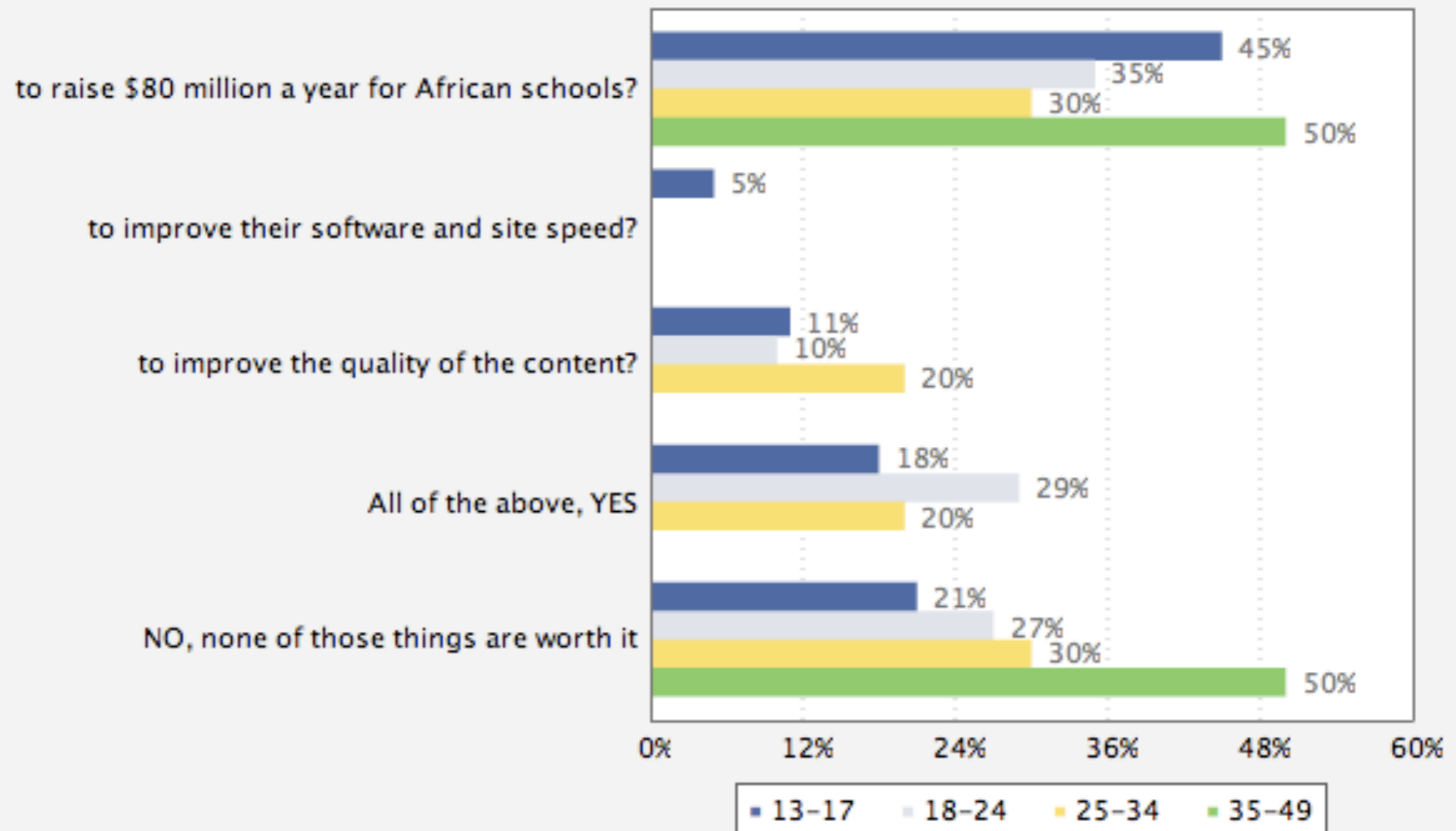
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### Answer Breakdown by Sex



### Answer Breakdown by Age





# RECOMMENDATIONS

- Change tagline of site to specifically indicate that we are a charity
- Continue to focus on “we are a charity” in communications
- I will do more polls, would appreciate help in formulating questions and target groups